



OUTDOOR ADVERTISING ASSOCIATION OF CONNECTICUT, INC.

Written Testimony of
John E. Barrett, Legislative Chairman
Outdoor Advertising Association of Connecticut, Inc.

**Raised Bill No. 975, AN ACT CONCERNING REVISIONS TO THE
TRANSPORTATION STATUTES**

Friday, March 8, 2013
General Assembly's Transportation Committee

Good afternoon Senator Maynard, Representative Guerrero, Senator Boucher, Representative Scribner and members of the Transportation Committee, my name is John Barrett and I am testifying on behalf of the Outdoor Advertising Association of Connecticut, Inc. (OAAC). I am also a partner in Barrett Outdoor Communications, Inc. of West Haven. I am here today to testify on Senate Bill 975, "An Act Concerning Revisions to the Transportation Statute."

Recently the Outdoor Advertising Association had a very positive and frank meeting with Commissioner Redeker and his team at the Department of Transportation regarding section 12, 13 and 14 of this proposal. In addition, the industry discussed the ongoing negative impact of Governor Rell's Executive Order No. 18.

Specifically, as it relates to Senate Bill 975, section 12 calls for a doubling of all application, permit and transfer fees related to outdoor advertising. The industry does recognize that the state is in severe fiscal crisis and that we have unwittingly avoided the increases when all other permit fees were increased just a few years ago. Therefore we would not object to this section.

Section 13 calls for a change in how permit numbers are displayed on billboards. We feel that this provision is unnecessary and would impact the industry with a significant revenue loss to outfit all outdoor advertising structures in the state with new permit numbers. However, the industry is working with the commissioner to create a database of GPS co-ordinates for all permitted signs that integrates with the DOT's GIS system, thus negating the need for this section of the statutes. It is my understanding that the commissioner will be seeking to withdraw this section from bill, the industry would support that amendment.

Finally, section 14 calls for a two second increase in the minimal time a digital billboard can display a given image. Although extensive research performed by several different researchers makes it clear that an increase in static display time lacks both need and impact, the outdoor advertising association will not oppose this change because it conforms to current industry practice.

At this time I would be happy to respond to any questions you may have.

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